

How to Order Publications from the FTC

Here is a list of publications from the FTC. Fill in your name and address below, and indicate the quantity you wish to order on the line next to the publication title. All publications from the FTC are free.

Name _____

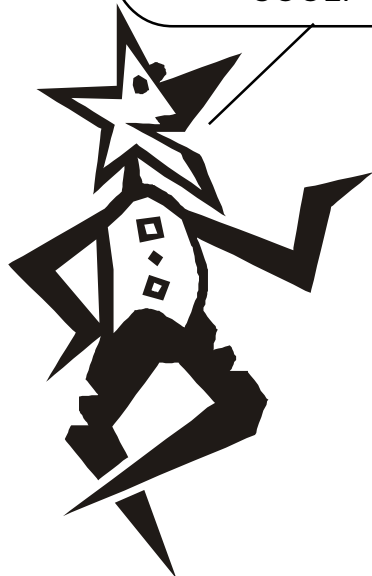
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Free consumer info . . .
COOL!



✧ **For orders of less than 50 copies**, send your request to Consumer Response Center, Federal Trade Commission, 600 Pennsylvania Ave, NW, Washington, DC 20580-0001.

✧ **For bulk orders (50 or more of any one title)**, send your request to Distribution Office, Room B-20, Federal Trade Commission, 600 Pennsylvania Ave, NW, Washington, DC 20580-0001 or fax your order to 202-326-2572.

We're also on the Internet! The publications listed here are available at www.ftc.gov

Advertising

- _____ Auction Guides: Not So Hot Properties
- _____ FTC Explains 'Made in USA' Standard To
- _____ Confirm Consumer Confidence
- _____ Infomercials
- _____ Toy Ads of Television

Automobiles

- _____ Auto Service Contracts
- _____ Buying a New Car
- _____ Buying a Used Car
- _____ Car Ads: Reading Between the Lines
- _____ Consider the Alternatives: Alternative Fueled Vehicles & Alternative Vehicle Fuels
- _____ "Gas Saving" Products
- _____ Keys to Vehicle Leasing: A Consumer Guide
- _____ Look Before You Lease
- _____ The Low-Down on High Octane Gasoline
- _____ Renting a Car
- _____ Saving Money at the Pump
- _____ Taking the Scare Out of Auto Repair
- _____ Vehicle Repossession

Credit

- _____ Ads Promising Debt Relief May Be
- _____ Offering Bankruptcy
- _____ Automatic Debit Scams

E-Commerce & the Internet

- _____ Guide to Online Payments
- _____ How to Be Web Ready
- _____ Net Based Business Opportunities: Are Some
- _____ Flop-portunities?
- _____ Online Auctions: Going, Going, Gone
- _____ Online Investment Opportunities: 'Net Profit or
- _____ 'Net Gloss?
- _____ Shop Safely Online
- _____ Site-Seeing on the Internet: A Consumer's Guide
- _____ to Travel in Cyberspace
- _____ Trouble @ the In-Box

Employment & Job Placement

- _____ Choosing a Career or Vocational School
- _____ Federal and Postal Job Scams: Tip-offs to
- _____ Rip-offs
- _____ Help Wanted... Finding a Job

Environment

- _____ Eco-Speak: A User's Guide to the Language of
- _____ Recycling
- _____ Energy Efficient Light Bulbs: A Bright Idea
- _____ Sorting Out "Green" Advertising Claims

- _____ Avoiding Credit and Charge Card Fraud
- _____ Building a Better Credit Record
- _____ Choosing and Using Credit Cards
- _____ Cosigning a Loan
- _____ Credit and ATM Cards: What To Do If They're
- _____ Lost or Stolen
- _____ Credit and Divorce
- _____ Credit and Your Consumer Rights
- _____ Credit Card Blocking
- _____ Credit Card Loss Protection Offers: They're the
- _____ Real Steal
- _____ Credit Practices Rule
- _____ Credit Repair: Self-Help May Be Best
- _____ Credit Rules
- _____ Credit Scoring
- _____ Electronic Banking
- _____ Equal Credit Opportunity
- _____ Fair Credit Billing
- _____ Fair Credit Reporting
- _____ Fair Debt Collection
- _____ Fiscal Fitness: Choosing a Credit Counselor
- _____ Getting a Loan: Your Home As Security
- _____ Getting Credit When You're Over 62
- _____ Gold and Platinum Cards
- _____ How to Dispute Credit Report Errors
- _____ Identity Crisis... What to Do If Your Identity Is
- _____ Stolen
- _____ Identity Theft: Identity Thieves Can Ruin Your
- _____ Good Name
- _____ Knee Deep in Debt
- _____ New ID? Bad IDea: File Segregation Exposed
- _____ Secured Credit Card Marketing Scams
- _____ Utility Credit

Diet, Health & Fitness

- _____ Eye Wear
- _____ Fraudulent Health Claims
- _____ Generic Drugs: Saving Money at the Pharmacy
- _____ Health Spas: Exercise Your Rights
- _____ Home Use Tests for HIV Can Be Inaccurate,
- _____ FTC Warns
- _____ Indoor Tanning
- _____ Infertility Services
- _____ Protecting Kids from the Sun
- _____ Pump Fiction: Tips for Buying Exercise
- _____ Equipment
- _____ Setting Goals for Healthy Weight Loss
- _____ The Skinny on Dieting
- _____ Sound Advice About Hearing Aids
- _____ Sunscreens
- _____ The Truth About Impotence Treatment Claims
- _____ Viatical Settlements: A Guide for People with
- _____ Terminal Illnesses
- _____ Virtual "Treatments" Can Be Real-World
- _____ Deceptions
- _____ Vision Correction Procedures
- _____ Who Cares: Sources of Information About Health
- _____ Care Products and Services

Franchise & Business Opportunities

- _____ Business Opportunities: Avoiding Vending
- _____ Machine & Display Rack Scams
- _____ Consumer Guide to Buying a Franchise
- _____ Franchise & Business Opportunities
- _____ Going to Display Rack & Ruin
- _____ Medical Billing Business Opportunity Schemes
- _____ Multilevel Marketing Plans
- _____ The Seminar Pitch: A Real Curve Ball
- _____ Wealth Building Scams
- _____ Work-at-Home Schemes

At Home

- _____ After A Disaster: Hiring A Contractor
- _____ Aging Parents and Adult Children Together
- _____ Avoiding Home Equity Scams
- _____ Energy Guide to Home Heating & Cooling
- _____ Energy Guide to Major Home Appliances
- _____ Getting a Loan: Your Home as Security
- _____ High-Rate, High-Fee Loans (Section 32
- _____ Mortgages)
- _____ Home Equity Credit Lines
- _____ Home Equity Loans: The Three-Day
- _____ Cancellation Rule
- _____ Home Equity Scams: Borrowers Beware!
- _____ Home Financing Primer
- _____ Home Sweet Home Improvement
- _____ Home Water Treatment Units
- _____ Lawn Service Contacts
- _____ Looking for the Best Mortgage?
- _____ Mortgage Discrimination
- _____ Mortgage Servicing
- _____ Need a Loan? Think Twice About Using Your
- _____ Home As Collateral
- _____ Rebuilding Your Home After a Disaster
- _____ Refinancing Your Home
- _____ Reverse Mortgages: Cashing in on Home
- _____ Ownership
- _____ Second Mortgage Financing
- _____ Timeshare Resales
- _____ Timeshare Tips
- _____ Using Ads to Shop for Home Financing

Investments

- _____ Costly Coupon Scams
- _____ FCC License Auctions
- _____ How to Avoid Losing Your Money to
- _____ Investment Frauds
- _____ International Lottery Scams
- _____ Investment Risks
- _____ Lights! Camera! Rip-Off! How to Tell When a
- _____ Scam is Born
- _____ Profits in Pyramid Schemes? Don't Bank On It!
- _____ Telecommunication Scams Using FCC Licenses
- _____ Test Your Investment IQ

Pay-Per-Call Services

- _____ Cramming: Mystery Phone Charges
- _____ International Telephone Number Scams



Consumer & Business Publications from the Federal Trade Commission

Best Sellers Best Sellers Best Sellers

Federal Trade Commission
Washington, DC 20580

OFFICIAL BUSINESS
PENALTY FOR PRIVATE USE \$300

FIRST CLASS MAIL
POSTAGE & FEES PAID
Federal Trade Commission
Permit G-62

... Pay-Per-Call Services, con't.

- _____ "900" Numbers: FTC Rule Helps Consumers
- _____ Phone, E-Mail, and Pager Messages May Signal
- _____ Costly Scams
- _____ Toll Free Telephone Number Scams

... Y2K Consumer Issues, con't.

- _____ Preparing Your Personal Finances for the
- _____ Year 2000
- _____ Protecting Your Finances from Year 2000 Scam
- _____ Artists

Products & Services

- _____ All That Glitters... The Jive on Jewelry
- _____ Buying Time: The Facts About Prepaid Phone
- _____ Cards
- _____ Caskets and Burial Vaults
- _____ Closet Cues: Care Labels & Your Clothes
- _____ Cooling Off Rule
- _____ Focus on Phone Leasing
- _____ Funerals: A Consumer Guide
- _____ Grocery Store Rain Checks
- _____ How To Right a Wrong

Can I **fax** my order??



Business Education

- _____ Advertising and Marketing on the Internet: The
- _____ Rules of the Road
- _____ Advertising Consumer Leases
- _____ Avoiding Office Supply Scams
- _____ A Business Checklist for Direct Marketers
- _____ A Business Guide to the FTC Mail or Telephone
- _____ Order Merchandise Rule
- _____ A Businessperson's Guide to Federal
- _____ Warranty Law

Of course!
202-326-2572



- _____ If You've Got the Look...Look Out: Avoiding Modeling Scams
- _____ Invention Promotion Firms
- _____ It's Your Call: Shopping in the New Telecommunications Marketplace
- _____ Layaway Purchase Plans
- _____ Making Sure the Scanned Price Is Right
- _____ Negative Option Plans
- _____ Petal Pushers: Is Your 'Local' Florist Really Long-Distance?
- _____ Pump Fiction: Tips for Buying Exercise Equipment
- _____ Resolving Consumer Disputes: Mediation and Arbitration
- _____ Service Contracts
- _____ Shopping By Phone or Mail
- _____ Solving Consumer Problems
- _____ Tobacco Products
- _____ Unordered Merchandise
- _____ Warranties

Telemarketing

- _____ Are You A Target of...Telephone Scams?
- _____ Avoid a School Break Bust
- _____ Catch the Bandit In Your Mailbox
- _____ Charitable Donation\$: Give or Take?
- _____ Easy Credit? Not So Fast! The Truth About Advance-Fee Loan Scams
- _____ Magazine Subscription Scams
- _____ Prize Offers
- _____ Public Safety Fund-Raising Appeals: Make Your Donations Count
- _____ Reloading Scams: Double Trouble for Consumers
- _____ Straight Talk About Telemarketing
- _____ Telemarketing Recovery Scams
- _____ Telemarketing Travel Fraud

Young Adults

- _____ OUCH...Students Getting Stung Trying to Find \$\$\$ for College
- _____ Ready Set... Credit
- _____ The Real Deal: Playing the Buying Game

Y2K Consumer Issues

Year 2000 Updates:

- _____ Air Travel in the Year 2000
- _____ Banking
- _____ Defense
- _____ Global Positioning System Receivers
- _____ Issues Concerning Older Americans
- _____ Nuclear Power Plants
- _____ Oil and Gas
- _____ Social Security

Y2K? Y2Care:

- _____ Consumer Electronic Products
- _____ Information-Technology and Home-Office Products

- _____ Calling It Cotton: Labeling & Advertising Cotton Products
- _____ Complying with the Credit Practices Rule
- _____ Complying with the FTC's Appliance Labeling Rule
- _____ Complying with the Funeral Rule
- _____ Complying with the Made In USA Standard
- _____ Complying with the 900-Number Rule
- _____ Complying with the Telemarketing Sales Rule
- _____ Consumer Reports: What Insurers Should Know About Them
- _____ Credit Reports: What Information Providers Need To Know
- _____ A Dealer's Guide to the Used Car Rule
- _____ Dietary Supplements: An Advertising Guide for Industry
- _____ Donating to Public Safety Fundraisers
- _____ Down...But Not Out: Advertising & Labeling of Feather & Down Products
- _____ Frequently Asked Advertising Questions: A Guide for Small Business
- _____ Getting Business Credit
- _____ Good Pricing Practices? SCAN DO
- _____ How to Advertise Consumer Credit: Complying with the Law (available on Internet **only**)
- _____ How to Comply with the FTC Fuel Rating Rule
- _____ How to Write Adverse Action Notices
- _____ How to Write Readable Credit Forms
- _____ In The Loupe: Advertising Diamonds, Gemstones and Pearls
- _____ Labeling Alternative Fueled Vehicles
- _____ Labeling Fuels: A Compliance Guide
- _____ Legal Supplement to Federal Warranty Law
- _____ Measuring Up! Good Packaging Practices for Dairy Products
- _____ Offering Layaways
- _____ Raising Funds? What To Know About Hiring a Professional
- _____ Screening Advertisements: A Guide for The Media
- _____ Selling on the Internet: Prompt Delivery Rules
- _____ Threading Your Way Through the Labeling Requirements Under the Textile and Wool Acts
- _____ Tips for Making Environmental Marketing Claims on Mail
- _____ Using Consumer Reports: What Employers Need To Know
- _____ Voluntary Guidelines for Providers of Weight Loss Products or Services
- _____ Website Woes: Avoiding Web Service Scams
- _____ Wedding Gown Labels: Unveiling the Requirements
- _____ When Yellow Pages Invoices Are Bogus
- _____ Writing a Care Label: How to Comply with Amended Care Labeling Rule
- _____ Writing Readable Warranties
- _____ Y2K? Y2Care: Communicating Product Compliance to Your Customers
- _____ Y2K? Y2Care: 7 Steps to A Successful Transition For Consumer Financial Service Providers